

Form PTO 1449 (Modified)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY DOCKET NO. 209745US25XCONT Client Ref: OBSP/5R-GARD	SERIAL NO. NEW APPLICATION 09/89397J
LIST OF REFERENCES CITED BY APPLICANT		APPLICANT		GROUP	
		FILING DATE <i>6-29-01</i> <i>THEREWITH</i>	WILL H. GARDENSWARTZ ET AL		AM <i>3822</i>
U.S. PATENT DOCUMENTS					
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS
	AA	5,948,061	09/07/99	Merriman et al.	
	AB				
	AC				
	AD				
	AE				
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FOREIGN PATENT DOCUMENTS					
		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION YES NO
	AO				
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OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)					
	AW				
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Examiner <i>David H. Gardswartz</i>			Date Considered <i>7-6-13</i>		
*Examiner: Initial if reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.					

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LIST OF REFERENCES CITED BY APPLICANT		APPLICANT WILL H. GARDENSWARTZ ET AL	
		FILING DATE HEREWITH	GROUP UNKNOWN

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
DL	AA	6,076,068	06/13/00	DeLapa et al			
DL	AB	6,076,069	06/13/00	Laor			
DL	AC	5,515,270	05/07/96	Weinblatt			
DL	AD	5,907,830	05/25/99	Engel et al			
DL	AE	5,909,023	06/01/99	Ono et al			
DL	AF	5,970,124	10/19/99	Csaszar et al			
DL	AG	5,974,396	10/26/99	Anderson et al			
DL	AH	6,009,411	12/28/99	Kepecs			
DL	AI	6,014,634	01/11/00	Scroggie et al			
DL	AJ	6,026,370	02/15/00	Jermyn			
DL	AK	6,035,280	03/07/00	Christensen			
DL	AL	6,055,509	04/25/00	Powell			
DL	AM	6,055,510	04/25/00	Henrick et al			
DL	AN	6,070,147	05/30/00	Harms et al			

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DL	AP					
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DL	AW	IntelliQuest Looks For Interaction With Loyalty, Web Traffic Programs, Electronic Advertising & Marketplace Report, Lexis-Nexis, October 20, 1998.
DL	AX	IntelliQuest and CoolSavings Offer Innovative Online Customer Relationship Management Program for Technology Vendors, Business Editors & Technology Writers, Lexis-Nexis, September 30, 1998
DL	AY	In This Computer Age, Who Needs Coupons?, The New York Times, June 15, 1989
	AZ	

Examiner

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Form PTO 1449 (Modified)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY DOCKET NO. 209745US25XCONT Client Ref: OBSP/5R-GARD	SERIAL NO. NEW APPLICATION <i>79/893775</i>
LIST OF REFERENCES CITED BY APPLICANT		APPLICANT	WILL H. GARDENSWARTZ ET AL
		FILING DATE HEREWITH	GROUP UNKNOWN

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
<i>DL</i>	AA	5,848,396	12/08/98	Gerace			
<i>DL</i>	AB	5,761,648	06/02/98	Golden et al.			
<i>DL</i>	AC	5,056,019	10/08/91	Schultz et al.			
<i>DL</i>	AD	5,353,218	10/04/94	De Lapa et al.			
<i>DL</i>	AE	5,459,306	10/17/95	Stein et al.			
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<i>DL</i>	AO	WO 97/23838	07/03/97	WIPO	XX	
<i>DL</i>	AP	0 512 509 A2	11/11/92	Europe	XX	
	AQ					
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OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)

	AW	
	AX	
	AY	
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Examiner *[Signature]* Date Considered *7-8-03*

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LIST OF REFERENCES CITED BY APPLICANT		APPLICANT		WILL H. GARDENSWARTZ ET AL			
		FILING DATE HEREWITH		GROUP UNKNOWN			
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
<i>DLV</i>	AA	5,687,322	11/11/97	Deaton et al.			
<i>DLV</i>	AB	5,806,044	09/08/98	Powell			
<i>DLV</i>	AC	5,857,175	01/05/99	Day et al.			
<i>DLV</i>	AD	5,832,457	11/03/98	O'Brien et al.			
<i>DLV</i>	AE	5,855,007	12/29/98	Jovicic et al.			
<i>DLV</i>	AF	5,201,010	04/06/93	Deaton et al.			
<i>DLV</i>	AG	5,237,620	08/17/93	Deaton et al.			
<i>DLV</i>	AH	5,621,812	04/15/97	Deaton et al.			
<i>DLV</i>	AI	5,592,560	01/07/97	Deaton et al.			
<i>DLV</i>	AJ	5,642,485	06/24/97	Deaton et al.			
<i>DLV</i>	AK	5,644,723	07/01/97	Deaton et al.			
<i>DLV</i>	AL	5,305,196	04/19/94	Deaton et al.			
<i>DLV</i>	AM						
<i>DLV</i>	AN						
FOREIGN PATENT DOCUMENTS							
		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION		
	AO				YES		NO
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OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)							
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Examiner <i>David J. Flanagan</i>		Date Considered <i>7-6-13</i>					
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Form PTO 1449 (Modified)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY DOCKET NO. 209745US25XCONT Client Ref: OBSP/5R-GARD	SERIAL NO. NEW APPLICATION <i>09/893775</i>
LIST OF REFERENCES CITED BY APPLICANT		APPLICANT	WILL H. GARDENSWARTZ ET AL
		FILING DATE HEREWITH	GROUP UNKNOWN

OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)

<i>PLC</i>	AAA	Internet Directory Distributes Electronic Coupons, Dialog Business Wire, May 9, 1994
<i>PLC</i>	AAB	2 nd 'Net Bank Opens for Business, John Fontana, Dialog Business Wire, 1996.
	AAC	
	AAD	
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Form PTO 1449 (Modified)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY DOCKET NO. 209745US25XCONT		SERIAL NO. <i>09/843778</i> NEW APPLICATION	
LIST OF REFERENCES CITED BY APPLICANT		APPLICANT		WILL H. GARDENSWARTZ ET AL			
		FILING DATE HEREWITH		GROUP UNKNOWN			
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
<i>JL A</i>	AA	5,283,731	02/01/94	Lalonde et al			
<i>BFG</i>	AB	5,649,114	07/15/97	Deaton et al			
<i>BFG</i>	AC	5,855,008	12/29/98	Goldhaber et al			
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<i>DLY</i>	AO	DE 196 41 092 A 1	04/09/98	Germany		X	
<i>DLY</i>	AP	WO 97/12486	04/03/97	WIPO	X		
<i>DLY</i>	AQ	EP 0 822 535 A2	02/04/98	Europe	X		
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OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)							
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Examiner <i>D. L. Dwyer</i>				Date Considered <i>7-6-03</i>			

*Examiner: Initial if reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Application Control No.

09/893775

Applicant(s)/Patent Under
Reexamination
GARDENSWARTZ ET AL.

Examiner

Art Unit

Page 7 of 9

Notice of References Cited**U.S. PATENT DOCUMENTS**

*	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	DOCUMENT SOURCE **	
						APS	OTHE
<input checked="" type="checkbox"/> A	6,055,573	Apr. 2000	Gardenewartz et al.	709	224	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> B	5,970,469	Oct. 1999	Scroggie et al.	705	14	<input type="checkbox"/>	<input type="checkbox"/>
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FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

*	DOCUMENT (Including Author, Title Date, Source, and Pertinent Pages)	DOCUMENT SOURCE **	
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<input type="checkbox"/> V		<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> W		<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> X	<i>Donald J. Popoff 6 January 2001</i>	<input type="checkbox"/>	<input type="checkbox"/>

*A copy of this reference is not being furnished with this Office action. (See Manual of Patent Examining Procedure, Section 707.05(a).)

**APS encompasses any electronic search i.e. text, image, and Commercial Databases.

U.S. Patent and Trademark Office

PTO-892 (Rev. 03-98)

Notice of References Cited

Part of Paper No. 8

Donald J. Popoff 7-6-03

Attorney Docket No.

Client Ref:
209745US25XCONT OBSP/5R-GARD

SHEET 8 of 9

Form PTO 1449 (Modified)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE LIST OF REFERENCES CITED BY APPLICANT	ATTY DOCKET NO.	SERIAL NO.
		APPLICANT	09/1893773 NEW APPLICATION
		FILING DATE HEREWITH	GROUP UNASSIGNED

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
BB	AA	4,882,675	11/21/89	Steven NICHTBERGER, et al.			
BL	AB	5,249,044	09/28/93	Henry VON KOHORN			
BL	AC	5,285,278	02/08/94	Michael J. HOLMAN			
BL	AD	5,287,181	02/15/94	Michael J. HOLMAN			
BL	AE	5,380,991	01/10/95	Luis VALENCIA, et al.			
BL	AF	5,483,049	01/09/96	Everett E. SCHULZE, JR.			
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FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION YES	NO
BL	AO	WO 98/15907	04/16/98	WIPO	XXX	
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OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)

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Examiner

Date Considered

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ORM PTO-892

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

SERIAL NO.

NEW APPLN.

GROUP ART
UNIT
UNKNOWNATTACHMENT
TO PAPER NO.

14

NOTICE OF REFERENCES CITED

APPLICANT(S)

Gardenswartz et al

U.S. PATENT DOCUMENTS

*	DOCUMENT NO.	DATE	NAME	CLASS	SUB-CLASS	FILING DATE
A	5,852,775	12/1998	Hidary	455	404	
B	5,809,481	9/1998	Baron et al	705	14	
C	5,809,242	9/1998	Shaw et al	709	217	
D	5,724,521	3/1998	Dedrick	705	26	
E	5,636,346	6/1997	Saxe	705	1	
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FOREIGN PATENT DOCUMENTS

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OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)

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U	<i>David J. Chappay 7-8-03</i>

EXAMINER

V. VII

DATE

November 16, 1999

Form892ccs2106b

* A copy of this reference is not being furnished with this office action.
 (See Manual of Patent Examining Procedure, section 707.05(a).)